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WHAT IS CLAIMED IS:

1. An absorbent paper product for drying and conditioning the skin of a user, said paper product comprising:

a paper web and

a water-soluble lotion composition applied to said paper web such that the add-on level of said lotion composition is between about 1% to about 25% by weight of said paper product, said lotion composition comprising:

- i) water in an amount up to about 90% by weight of said lotion composition;
- ii) a water-soluble skin-conditioning component in an amount up to about 75% by weight of said lotion composition;
- iii) a viscosity modifier component in an amount up to about 10% by weight of said lotion composition, said viscosity modifier including a surfactant that is capable of increasing the viscosity of said lotion composition when incorporated therein; and
- iv) an optional liquid-coupling component in an amount up to about 60% by weight of said lotion composition.
- 2. A paper product as defined in claim 1, wherein said water comprises between about 10% to about 30% by weight of said lotion composition.
- 3. A paper product as defined in claim 1, wherein said water-soluble skin-conditioning component comprises between about 10% to about 40% by weight of said lotion composition.
- 4. A paper product as defined in claim 1, wherein said water-soluble skin-conditioning component includes glycerin, propylene glycol, sorbitol, or combinations thereof.
 - 5. A paper product as defined in claim 1, wherein said water-soluble skin-conditioning component includes glycerin in an amount up to

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about 25% by weight of said lotion composition.

- 6. A paper product as defined in claim 5, wherein said glycerin comprises between about 2% to about 15% by weight of said lotion composition.
- 7. A paper product as defined in claim 1, wherein said water-soluble skin-conditioning component includes sorbitol in an amount up to about 30% by weight of said lotion composition.
 - 8. A paper product as defined in claim 7, wherein said sorbitol comprises between about 5% to about 20% by weight of said lotion composition.
- 9. A paper product as defined in claim 1, wherein said water-soluble skin-conditioning component includes propylene glycol in an amount up to about 30% by weight of said lotion composition.
 - 10. A paper product as defined in claim 9, wherein said propylene glycol comprises between about 5% to about 20% by weight of said lotion composition.
 - 11. A paper product as defined in claim 1, wherein said viscosity modifier component comprises between about 2% to about 5% by weight of said lotion composition.
 - 12. A paper product as defined in claim 1, wherein said surfactant of said viscosity modifier component includes PEG-80 glyceryl cocoate, behentrimonium methosulfate and cetearyl alcohol, PEG-2000, sodium stearoyl lactylate, PEG-75 lanolin, talloweth-60-myristyl glycol, or combinations thereof.
 - 13. A paper product as defined in claim 1, wherein said liquid-coupling component comprises between about 20% to about 40% by weight of said lotion composition.
- 14. A paper product as defined in claim 1, wherein said lotion composition further comprises an antimicrobial agent in an amount up to

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15. A paper product as defined in claim 14, wherein said antimicrobial agent is present in an amount between about 0.01% to about 5% by weight of said lotion composition.

16. A paper product as defined in claim 1, wherein said lotion composition further comprises a preservative in an amount up to about 5% by weight of said lotion composition.

- 17. A paper product as defined in claim 16, wherein said preservative comprises between about 0.1% to about 2% by weight of said lotion composition.
- 18. A paper product as defined in claim 1, wherein said add-on level of said lotion is between about 1% to about 10% by weight of said paper product.
- 19. A paper product as defined in claim 1, wherein said add-on level of said lotion is between about 1% to about 5% by weight of said paper product.
- 20. A paper product as defined in claim 1, wherein said paper product has a basis weight between about 1 to about 50 pounds per ream.
- 21. A paper product as defined in claim 1, wherein said paper product is a towel having a basis weight between about 10 to about 45 pounds per ream.
- 22. An absorbent paper towel for drying and conditioning the skin of a user, said towel having a basis weight from about 10 to about 45 pounds per ream, said towel comprising:

a paper web; and

a water-soluble lotion composition applied to said paper web such that the add-on level of said lotion is between about 1% to about 25% by weight of said paper towel, said water-soluble lotion composition

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ii) a water-soluble skin-conditioning component in an amount between about 10% to about 40% by weight of said lotion composition, wherein said water-soluble skin-conditioning component includes glycerin, propylene glycol, sorbitol, or combinations thereof;

iii) a viscosity modifier component in an amount between about 2% to about 5% by weight of said lotion composition, said viscosity modifier component including a surfactant that is capable of increasing the viscosity of said lotion composition when incorporated therein; and

- iv) an optional liquid-coupling component in an amount between about 20% to about 40% by weight of said lotion composition, wherein said liquid-dispersing component includes a surfactant.
- 23. A paper towel as defined in claim 22, wherein said water-soluble skin-conditioning component includes glycerin in an amount between about 2% to about 15% by weight of said lotion composition.
- 24. A paper towel as defined in claim 22, wherein said water-soluble skin-conditioning component includes sorbitol in an amount between about 5% to about 20% by weight of said lotion composition.
 - 25. A paper towel as defined in claim 22, wherein said water-soluble skin-conditioning component includes propylene glycol in an amount up between about 5% to about 20% by weight of said lótion composition.
 - 26. A paper towel as defined in claim 22, wherein said lotion composition further comprises an antimicrobial agent.
 - 27. A paper towel as defined in claim 22, wherein said lotion composition further comprises a preservative.
 - 28. A paper towel as defined in claim 22, wherein said add-on

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level of said lotion is between about 1% to about 10% by weight of said paper product.

- 29. A paper towel as defined in claim 22, wherein said add-on level of said lotion is between about 1% to about 5% by weight of said paper product.
- 30. A method for forming a paper product for drying and conditioning the skip of a user, said method comprising:

forming a web from at least one furnish containing fibers and water; through-drying said web to remove water therefrom; and thereafter, treating said dried web with a water-soluble lotion composition such that said lotion has an add-on level of between about 1% to about 25% by weight of said paper product, said water-soluble lotion composition comprising:

- i) water in an amount up to about 90% by weight of said lotion composition;
- ii) a water-soluble skin-conditioning component in an amount up to about 75% by weight of said lotion composition;
- iii) a viscosity modifier component in an amount up to about 10% by weight of said lotion composition, said viscosity modifier including a surfactant that is capable of increasing the viscosity of said lotion composition when incorporated therein; and
- iv) an optional liquid-coupling component in an amount up to about 60% by weight of said lotion composition.
- 31. A method as defined in claim 30, wherein said lotion composition is printed onto said paper web.
- 32. A method as defined in claim 30, wherein said lotion composition is sprayed onto said paper web.
- 33. A method as defined in claim 30, wherein said water comprises between about 10% to about 30% by weight of said lotion

composition.

34. A method as defined in claim 30, wherein said water-soluble skin-conditioning component comprises between about 10% to about 40% by weight of said lotion composition.

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- 35. A method as defined in claim 30, wherein said water-soluble skin-conditioning component includes glycerin, propylene glycol, sorbitol, or combinations thereof.
- 36. A method as defined in claim 30, wherein said viscosity modifier component comprises between about 2% to about 5% by weight of said lotion composition.
- 37. A method as defined in claim 30, wherein said surfactant of said viscosity modifier component includes PEG-80 glyceryl cocoate, behentrimonium methosulfate and cetearyl alcohol, PEG-2000, sodium stearoyl lactylate, PEG-75 lanolin, talloweth-60-myristyl glycol, or combinations thereof.
- 38. A method as defined in claim 30, wherein said liquid-coupling component comprises between about 20% to about 40% by weight of said lotion composition.
- 39. A method as defined in claim 30, wherein said lotion composition further comprises an antimicrobial agent.
- 40. A method as defined in claim 30, wherein said lotion composition further comprises a preservative.
- 41. A method as defined in claim 30, wherein said add-on level of said lotion is between about 1% to about 10% by weight of said paper product.

42. A method as defined in claim 30, wherein said add-on level of said lotion is between about 1% to about 5% by weight of said paper product.

43. A method as defined in claim 30, wherein said paper product is

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